

providing a segment of video content in a first portion of a display, said segment of video having a number of products featured in the video content which a user may purchase;

simultaneously providing an image in a second and separate portion of the display, which image corresponds with the segment of video content, the image being a complete select frame from said segment of video and containing a number of user selectable areas, each user selectable area showing one of the products contained in the corresponding segment of video content, each user selectable area being anchored to a hyperlink, each hyperlink linking to an e-commerce website where specific information about the product resides and from which the product may be purchased;

receiving a user's selection of one of the areas in the image showing one of the products contained in the corresponding segment of video content; using the hyperlink anchored to the user's selected area to directly access the e-commerce website and retrieve the specific information about the product contained in the corresponding segment of video content; and simultaneously providing the specific information about the product to the user in a separate and third portion of said display.

2. (Unchanged) The method of claim 1 further comprising:

allowing the user to exercise an option to purchase the product on-line directly from the e-commerce website.

3. (Unchanged) The method of claim 1 further comprising:

simultaneously providing a set of user selectable hypertext links in a fourth portion of said display, which user selectable hypertext links correspond with the simultaneously provided image, each hypertext link in the series corresponding with a product contained in the image, each hypertext link linking directly to an e-commerce site where specific information about the product resides and from which the product may be purchased.
4. (Currently Amended) The method of claim 3 further comprising:

receiving a user's selection of one of the hypertext links in the set;

retrieving the specific information about the product from the e-commerce site

using the hypertext link selected by the user from the set;

providing the specific information to the user in the separate and third portion

of the display so he or she may purchase the product on-line directly

from the e-commerce website.
5. (Unchanged) The method of claim 1 further comprising:

tracking the user's activity, including the user's product selection from the user selectable products provided in the image and the user's purchase activity after the information about the product is retrieved from the e-commerce web site.

6. (Unchanged) The method of claim 5 further comprising:
generating the activity report for each user who selects one of the user selectable products provided in the image and retrieves information from the e-commerce site, said report containing information about the tracking of the user's activity.
7. (Currently Amended) The method of claim 4 further comprising:
tracking the user's activity, including the user's selection of one of the hypertext links in the series and further tracking the user's purchase activity after the information about the product is retrieved from the e-commerce site.
8. (Unchanged) The method of claim 7, further comprising:
generating an activity report for each user who selects one of the hypertext links in the series of hypertext links and retrieves information from the e-commerce site, said report containing information about the tracking of the user's activity.
9. (Currently Amended) The method of claim 1, further comprising:
providing a new segment of video content in the first portion of the display, said new segment of video content having a number of new products featured in the video content which a user may purchase;

simultaneously providing a new image in the second portion of the display, which corresponds with the new segment of video content, the new image being a complete and select frame from said new segment of video content and containing a number of new user selectable products which correspond with the new products featured in the new segment of video content, each new user selectable product in the new image being embedded with a hypertext link, each hypertext link linking to an e-commerce site where specific information about the new product resides and from which the new product may be purchased;

receiving a user's new product selection from one of the new user selectable products in the image;

retrieving the specific information about the user's selected new product directly from the e-commerce website using the embedded hypertext link to access the e-commerce website and retrieve the specific information about the product selected.

simultaneously providing the specific information about the new product to the user in the separate and third portion of said display and allowing the user to exercise an option to purchase the new product on-line.

10. (Unchanged) The method of claim 9 further comprising:

simultaneously providing a new series of user selectable hypertext links in the fourth portion of said display, which correspond with the new image, each hypertext link in the series corresponding with one of the new

products contained in the new image, each hypertext link linking directly to an e-commerce site where specific information about the new product resides and from which the product may be purchased.

11. (Unchanged) The method of claim 10 further comprising:

receiving a user's selection of one of the new hypertext links in the new series of user selectable hypertext links;

retrieving the specific information about the new product from the e-commerce site using the selected hypertext link;

providing the specific information to the user in the third portion of the display so he or she may purchase the product on-line directly from the e-commerce website.

12. (Currently Amended) The method of claim 9 further comprising:

tracking the user's activity, including the user's product selection from the user selectable products provided in the new image and further tracking the user's purchase activity after the information about the product is retrieved from the e-commerce site.

13. (Unchanged) The method of claim 12, further comprising:

generating an activity report for each user who selects one of the user selectable products provided in the new image and retrieves information

from the e-commerce site, said report containing information about the tracking of the user's activity.

14. (Unchanged) The method of claim 11 further comprising:

tracking the user's activity, including the user's selection of one of the hypertext links in the series and the user's purchase activity after the information about the product is retrieved from the e-commerce site.

15. (Unchanged) The method of claim 14, further comprising:

generating an activity report for each user who selects one of the hypertext links in the series of hypertext links and retrieves information from the e-commerce site, said report containing information about the tracking of the user's activity.

16. (Currently Amended) A user interface for use with a web browser, comprising:

a video area for displaying several contiguous segments of video content featuring products which may be purchased; and a second and separate image area for simultaneously providing a series of still images, each still image in the series corresponding with one of the contiguous segments of video content and being a complete and select frame from said corresponding segment of video content, each still image containing a number of user selectable areas, each user selectable area showing one of the products featured in the corresponding segment

of video content, wherein each user selectable area in the still image is anchored with a hyperlink which links directly to a sponsor webpage such that when the user selectable area is selected, information about the product shown in that area, including an option to purchase the product, is linked directly from the sponsor webpage using the hyperlink, and the information is simultaneously displayed to the user.

17. (Unchanged) The user interface of claim 16, further comprising:
 - a hypertext link area for providing a set of user selectable hypertext links, each hypertext link in the set corresponding with one of the number of user selectable products contained in the image such that when one of the hypertext links in the set is selected, information about the corresponding product, including an option to purchase the product, is linked directly from the sponsor web site and provided to the user.
18. (Unchanged) The user interface of claim 16, further comprising:
 - a product content area for simultaneously displaying the information about the product and the option to purchase the product which was linked from the sponsor webpage using the hypertext link.
19. (Currently Amended) A user interface for use with a web browser, comprising:
 - a video area for displaying a segment ~~several contiguous segments~~ of video content featuring products which may be purchased; and

a separate still image area for simultaneously providing a series of still image images, each image in the series corresponding with one of the contiguous segments the segment of video content and being a select and complete frame from said corresponding segment of video content, each said still image containing a number of user selectable areas, each area showing one of the products featured in the corresponding segment of video content, wherein each user selectable area in the still image is anchored with a hyperlink which links directly to a sponsor webpage such that when the user selectable area is selected, information about the product shown in that area, including an option to purchase the product, is linked directly from the sponsor webpage using the hyperlink, and the information is simultaneously displayed to the user;

a product content area for simultaneously displaying the information about the product and the option to purchase the product which was linked from the sponsor webpage using the hyperlink anchored to the user selectable area.

20. (Currently Amended) The user interface of claim 19, further comprising:

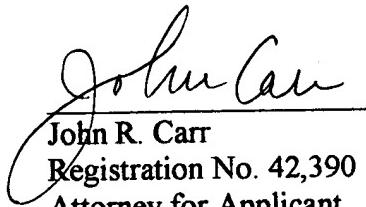
a hypertext link area for providing a set of user selectable hypertext links, each hypertext link in the set corresponding with one of the number of user selectable products contained in the still image being displayed such that when one of the hypertext links in the set is selected, information about the corresponding product, including an option to

purchase the product, is linked directly from the sponsor web site and provided to the user.

Based upon the foregoing amendment, the Applicant respectfully submits that all of the claims in the instant application are in condition for allowance, and prompt reconsideration and allowance of all claims is hereby solicited.

Respectfully submitted,
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